

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

CINEMAS – Permission to increase rates of admission in all the Screens in M/s Inox GVK One Mall, Banjara Hills, Hyderabad – Orders – Issued.

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HOME (GENERAL.A) DEPARTMENT.

G.O.Ms.No. 423

Dated: 15-10-2009.

Read:

1. G.O.Ms.No.137, Home (Genl.A) Dept., dated 28-02-2009.
2. From the chief Executive Officer, Inox Leisure Ltd., Andheri (East) Mumbai, representation dated 03-08-2009.

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ORDER:

In the reference first read above, Government Keeping in view of the concept of Multiplex Theatre have allowed fixation of rates of admission of Rs.200/- to (Royal Class) and Rs.100/- to (Club/Executive Class) in all six (6) Screens in M/s GVK E-City Private Limited, Road No. 1, Banjara Hills, Hyderabad, with permission to screen five shows in each screen between 10.00 A.M. to 1.00 A.M. on all the days in relaxation of relevant rules.

2. Further the Chief Executive Officer, M/s Inox Leisure Limited, Mumbai in the reference second read above, has submitted the proposal for permission to increase cinema rates & number of shows in all screens at M/s Inox GVK One Mall, Road No.1, Banjara Hills, Hyderabad. He has also stated that they have been operating their multiplex in Hyderabad at the GVK One Mall, Banjara Hills, since 8<sup>th</sup> May 2009. He has informed about the facilities that are being provided in the said multiplex which are as follows: -

1. Luxurious interiors of international standards with fully air-conditioned auditoriums and lobby.
2. Plush carpeting in the lobby and auditoriums.
3. State of the art LCD screen in the Box Office and F&B counter, displaying information for our customers.
4. Comfortable stadium style high-back seating with a seat width of 22 inches with comfortable leg space between the rows.
5. Recliner seats in every auditorium.
6. Auto Flush Toilet Facility with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts.
7. Inherently fire retardant seat fabric and drapes.
8. FM 200 Fire Suppression System installed in all projection rooms.
9. Modern safety and security systems and fire fighting system.

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10. Smoke exhaust fans inside all auditoriums and motorized fire dampers in all AHUs.
11. 100% Generator Set facility.
12. All the critical systems have UPS back-up facility thereby enabling uninterrupted movie viewing even during power failures.
13. Emergency lights on invertors all over the property.
14. LED lights on every step riser in the auditorium, seat lights as well as exit signs on invertors.
15. Christie projectors, Xenon console with the platter system.
16. Efficiently designed acoustic system in all auditoriums, providing patrons with a superior sound quality.
17. Digital Sound System with Dolby and DTS in all screens.
18. Combination of Three-way and Four-way Surround sound system.
19. Computerized ticketing Facility.
20. Automatic Ticket Vending Machines allowing patrons, purchasing tickets through the Internet, to collect their tickets without any human intervention. Other modes of ticket booking such as SMS Booking, Home Delivery etc. which makes the process of booking tickets easy and convenient for our customers.

3. He has further stated that they have successfully made INOX a place where families including women and children can safely go to watch movies. All of these factors necessitated a high initial investment and subsequently, high operating costs and informed that within the present Government approved rates, they are striving hard to maintain the highest quality of operations and to provide quality services to their patrons. He has also stated that, other states like Maharashtra, West Bengal, Uttar Pradesh, Karnataka, Delhi, Rajasthan, Madhya Pradesh, etc., allow free & flexi pricing and that helps both the patron and them, as they are allowed to differentially price their tickets for different times of the day and different days of the week.

4. The Chief Executive Officer, M/s Inox Leisure Limited, Mumbai, has further stated that as a multiplex, they would like to enhance the Cinema experience by showcasing a diverse selection of movies in different languages and genres for their patrons. Due to limitations on the number of shows, they face a problem in accommodating the large number of new releases every week. Since they use mechanized housekeeping equipment for enhanced cleanliness to clean the auditoriums their turn around time is less and coupled with movies being made of a shorter duration these days, more number of movies can be accommodated. He has requested for permission for more than five shows per day per screen in their Multiplex by which State Government will also benefit by means of additional revenue in the form of entertainment tax.

5. The Management has also represented that as these days quite a few movies are coming in 3D, they would like their patrons in Hyderabad also to enjoy the same. A 3D projection system requires a high initial investment. It is also requested to allow them to charge Rs. 30/- extra per ticket for a 3D movie over and above the sanctioned ticket rates. Further they have requested to grant permission to have free & flexi pricing and have as many number of shows in a certain time span. If free & flexi pricing is not possible, it was requested to grant them the permission to charge the patrons as indicated below: -

Screen wise, class wise seating arrangement and proposed rates of admission:

<b>Pricing Matrix</b>			
<b>Screen</b>	<b>Class</b>	<b>No. of seats</b>	<b>Rate of admission Rs.</b>
Screen – 1	Club	28	125
	Executive	112	200
	Royal	11	300
Screen – 2	Club	36	125
	Executive	136	200
	Royal	16	300
Screen – 3	Club	36	125
	Executive	173	200
	Royal	9	300
Screen – 4	Club	36	125
	Executive	221	200
	Royal	14	300
Screen – 5	Club	36	125
	Executive	172	200
	Royal	9	300
Screen – 6	Club	38	125
	Executive	158	200
	Royal	16	300
<b>Total</b>		<b>1,257</b>	

6. On the representation for enhancement of rates, an opportunity of hearing was given to the Management of Inox Leisure Limited, Mumbai on 09-10-2009 before the Appellate Authority. The Government have heard the case represented by Chief Executive Officer, Inox Leisure Limited, Mumbai.

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7. The Management has submitted a further representation mentioning the following are the facilities which are provided by upgrading the Theatre:

1. Digital Projection System – They have installed state of the Art Christie 2K ZX digital projection (DCI compliant) & Ray Photon digital projection systems in our screens. This digital setup dramatically enhances the picture and sound quality, helps in fighting piracy and will enable us to show many national and international movies to our esteemed patrons on the very day of release.
2. 3-D Movies – The above technology, will also help us in showing 3-D movies. The number releases in this format, both in Indian and Foreign languages is increasing and this technology will help in enriching the movie experience of our patrons.
3. Additional Food Dispensing Points – To help patrons have easy access to the food counters, they have installed mobile trolleys for dispensing food items at various strategic locations. This will not only reduce time of dispensing food to patrons but will also enable more patrons to avail of our services during intervals.
4. Seat Service food items – They have introduced a system of seat service of food items whereby a patron could order food items in the lobby and get the same delivered to him/her at the seat during the interval. This gives a personalized service to patrons and adds to the world class experience.
5. Roving Ordering Points – the Bluetooth enabled PDAs (Personal Digital Assistants) are used as remote extensions of the POS (point-of-sale) software at Refuel, our concessions counter. The PDAs with Wi-Fi (Wireless Fidelity) connection help to bust long queues at the concessions counter to help us serve more patrons faster during rush hours and augment customer delight.

The above facilities have been incorporated at a substantial investment which has added to both cost and recurring costs on account of maintenance and additional manpower with specialized training to handle these equipments.

8. Government carefully examined the request of M/s Inox GVK One Mall, Banjara Hills, Hyderabad, for flexible pricing in the rate of admission, to charge Rs.30/- extra per ticket for a 3D Movie, and permission to Screen more than (5) shows in a day.

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9. Government after careful examination of the request, in exercise of the powers conferred in rule ( c ) of sub-rule 3 of rule 11 (B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby allows special rates of admission to all six (6) screens in M/s GVK One Mall, Road No.1, Banjara Hills, Hyderabad, which are indicated below:

Screen wise, class wise seating arrangement and rates of admission.

<b>Pricing Matrix</b>			
<b>Screen</b>	<b>Class</b>	<b>No. of seats</b>	<b>Rate of admission Rs.</b>
Screen – 1	Club		
	Executive	140	150
	Royal	11	250
Screen – 2	Club		
	Executive	172	150
	Royal	16	250
Screen – 3	Club		
	Executive	209	150
	Royal	9	250
Screen – 4	Club		
	Executive	257	150
	Royal	14	250
Screen – 5	Club		
	Executive	208	150
	Royal	9	250
Screen – 6	Club		
	Executive	196	150
	Royal	16	250
<b>Total</b>	<b>Seats</b>	<b>1,257</b>	

10. The other request i.e., flexible price in the rate of admission, charge Rs.30/- extra per ticket for a 3D movie, and permission to screen more than (5) shows per day are hereby rejected, in the interest of Cine goers.

(Contd...6)

11. The Commissioner of Police & Licensing Authorities, Hyderabad City is requested to incorporate the rates and class of admission in the Form 'B' Licence of M/s Inox GVK One Mall, Road No.1, Banjara Hills, Hyderabad immediately and intimate the compliance to Government.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,  
PRINCIPAL SECRETARY TO GOVERNMENT.

To  
The Commissioner of Police & Licensing authority, Hyd. City.  
Copy to the M/s Inox Leisure Limited, GVK One Mall,  
Road No.1, Banjara Hills, Hyderabad.  
Copy to P.S. to Principal Secretary to Government,  
Home Department.  
Copy to P.S. to Minister for Cinematography.  
Copy to the C.T.O., Hyderabad  
Sf/Scs.

//FORWARDED: BY ORDER//

SECTION OFFICER.